On March 2, 2022, the Budget, Finance and Audit Committee unanimously approved to annually fund an additional Development Officer at the estimated amounts below. Discussion and a request for a Board vote will occur at the March 11, 2022 meeting.

Development Officer Potential Cost

Salary	$50K - $70K
Employer Liability	
Social Security	$4K - $5K
Retirement	$6K - $8K
Insurance	$5K
TOTAL	$65K - $88K
Industry Standard Production Estimation	$455K - $616K

On March 2, 2022, the Budget, Finance and Audit Committee unanimously approved
to annually fund GiveCampus software which will provide
multiple payment options not available with current software. Information
on the software follows.
Discussion and a request for a Board vote will occur at the March 11, 2022 meeting.

GiveCampus Annual Cost $20,000

Partnership Proposal

UPDATED January 28, 2022

The #1 fundraising platform for education.

Best-in-class fundraising technology, built exclusively for schools, paired with expert advice and strategic support.

> " GiveCampus is always thinking ahead and thinking like fundraisers. So often fundraising products are made by people who have zero practical experience in this field and it shows. "
>
> Zack Lavoie
> Associate Director of Class Giving, **Colby College**

We exceed expectations
97% satisfaction rate across our partner community of more than 1,000 educational institutions.

Trusted by the best
Now partnering with **7 of the top 10 universities**, **30 of the top 50 colleges** and **19 of the top 20 high schools.**

Transformative results
- Convert **20%** more online donors
- Raise **25%** more dollars
- Do **50%** less busy work

Meets all key operational criteria
Built from day one to focus on **privacy, cybersecurity,** and **data control.**

UNA + GiveCampus Partnership Priorities

Empower the the UNA community with the best online giving tools in the industry that have proven to increase new donor acquisition, retention, and reactivation.

Share best practices, templates, and strategy via GiveCampus's Partner Success program.

Make online giving easier and more aesthetically pleasing from all devices by reducing friction and offering modern giving options like Apple Pay, Google Pay, Venmo, and PayPal.

Save precious staff time through streamlined reporting options, intuitive tools that require zero IT support, and advanced recurring giving options.

Less friction and more personalization increases giving.

Just in the last six months, GiveCampus increased conversion by an additional 4.61%, further improving its already industry leading conversion rates.

These improvements come from enhancements like moving the mobile payment options to the prepayment form, Google Address autocomplete, and our Smart Terms of Service. We expect you'll see at least a 6%–12% increase to conversion rates, if not closer to 15%–20%.

"When we switched to GiveCampus for all of our online giving we saw a **16% increase in gifts**. We attribute the majority of that growth to how much easier it is to give."

Kerri Saucier
Dir. Campaign Management +
Adv. Operations,
College of the Holy Cross

Giving Forms ROI Projection:

Expected increase	Additional Dollars
4%	$16,000
6%	$24,000
8%	$32,000
10%	$40,000
12%	$48,000
14%	$56,000
16%	$64,000
20%	$80,000
25%	$100,000
Key Inputs	
Total Dollars	**$400,000**

The Partner Success Program

You'll have a dedicated Partner Success lead - an expert in our products and the fundraising strategies that maximize their impact.

Behind our dedicated partner success team sits a support team that can ensure any question or challenge that you run into can be solved 24/7.

Every school using GiveCampus can take full advantage.

Felicity Meu Senior Director of Partner Success leads a team of fundraising experts with hands-on experience at educational institutions. Felicity was previously the Director of Next Generation Giving at Stanford for nine years.

Strategic expert advice

Our Partner Success and Operations team share **hundreds of collective years of education fundraising experience** and work tirelessly to guide our partner schools to strategic success.

Best-in-class support

With a 13 minute average first response time and 97% partner satisfaction score, **you can count on fast, friendly tactical assistance** when it matters most.

Take-home resources and inspiration

GiveCampus partner schools have an **exclusive library of training resources, templates, and webinars**—created and curated by our Partner Success team—at their disposal.

A community like no other

Join a network of the most innovative fundraising professionals from 1,000+ top schools. We'll help you get to know your neighbors with **exclusive events** like our annual Partners Conference and year-round opportunities to engage in our online partner community.
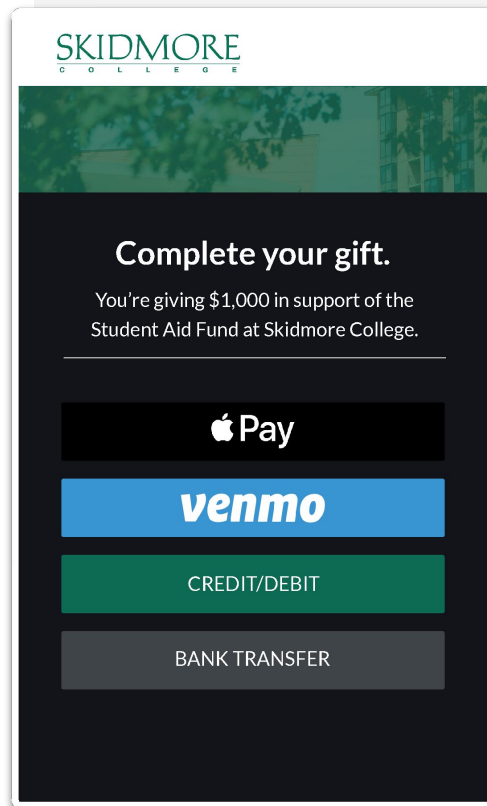
Giving Forms

Make it easier for donors to give on any device—**our 94% average payment conversion** rate means **more gifts and more dollars** year-round

Build and customize **new forms in minutes** without any support from your IT team

100% of gifts are directly deposited into your bank account saving meaningful time and effort for your business office and greater transparency for donors

Advanced recurring giving features including the ability to "rescue" gifts from credit cards that have expired (we've rescued over $2.6M worth of gifts this way)
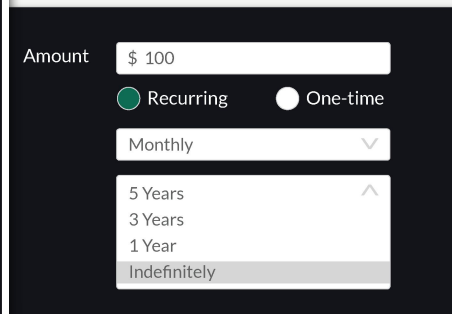

SKIDMORE
COLLEGE

Complete your gift.

You're giving $1,000 in support of the Student Aid Fund at Skidmore College.

 Pay

venmo

CREDIT/DEBIT

BANK TRANSFER

Amount $ 100

 Recurring   ◯ One-time

Monthly

5 Years
3 Years
1 Year
Indefinitely

Spotlight

Leverage video communication on mobile-friendly branded pages to **engage donors advocates volunteers** and other constituents

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Send people directly to your Social Fundraising Platform campaign or Giving Form with tracking and analytics to **understand the donor/dollar impact** of each Spotlight page

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Countdown clock functionality to tease your social fundraising campaign or tease an important event or milestone

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Train volunteers and/or engage them ahead of big fundraising pushes with buttons that go directly to the Volunteer Management System